



Counties: Madison, AL



2000 Total Population	276,700
2000 Group Quarters	7,258
2008 Total Population	313,655
2013 Total Population	341,816
2008 - 2013 Annual Rate	1.73%



2000 Households	109,955
2000 Average Household Size	2.45
2008 Households	127,551
2008 Average Household Size	2.4
2013 Households	140,318
2013 Average Household Size	2.38
2008 - 2013 Annual Rate	1.93%
2000 Families	75,342
2000 Average Family Size	3
2008 Families	86,286
2008 Average Family Size	2.99
2013 Families	93,866
2013 Average Family Size	2.99
2008 - 2013 Annual Rate	1.7%



2000 Housing Units	120,288
Owner Occupied Housing Units	63.9%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	8.6%
2008 Housing Units	141,460
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	9.8%
2013 Housing Units	156,222
Owner Occupied Housing Units	63.0%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	10.2%

Median Household Income

2000	\$44,704
2008	\$53,104
2013	\$58,620

Median Home Value

2000	\$98,295
2008	\$144,981
2013	\$150,077

Per Capita Income

2000	\$23,091
2008	\$27,429
2013	\$30,009

Median Age

2000	35.7
2008	37.4
2013	38.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Madison, AL

**2000 Households by Income**

Household Income Base	110,085
< \$15,000	14.7%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	2.3%
\$200,000+	1.8%
Average Household Income	\$57,221

2008 Households by Income

Household Income Base	127,551
< \$15,000	12.0%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	3.4%
\$200,000+	2.5%
Average Household Income	\$66,769

2013 Households by Income

Household Income Base	140,318
< \$15,000	10.6%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	9.3%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	4.2%
\$200,000+	2.9%
Average Household Income	\$72,403

2000 Owner Occupied HUs by Value

Total	76,816
<\$50,000	11.5%
\$50,000 - 99,999	40.0%
\$100,000 - 149,999	24.0%
\$150,000 - 199,999	12.4%
\$200,000 - \$299,999	7.9%
\$300,000 - 499,999	3.2%
\$500,000 - 999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$124,067

2000 Specified Renter Occupied HUs by Contract Rent

Total	32,912
With Cash Rent	94.4%
No Cash Rent	5.6%
Median Rent	\$411
Average Rent	\$428

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Madison, AL



2000 Population by Age

Total	276,700
0 - 4	6.8%
5 - 9	7.3%
10 - 14	7.3%
15 - 19	7.2%
20 - 24	6.4%
25 - 34	13.8%
35 - 44	17.7%
45 - 54	13.4%
55 - 64	9.2%
65 - 74	6.4%
75 - 84	3.4%
85+	1.0%
18+	74.4%

2008 Population by Age

Total	313,655
0 - 4	6.8%
5 - 9	6.7%
10 - 14	6.8%
15 - 19	7.2%
20 - 24	6.4%
25 - 34	12.7%
35 - 44	14.8%
45 - 54	15.7%
55 - 64	11.2%
65 - 74	6.6%
75 - 84	3.8%
85+	1.3%
18+	75.7%

2013 Population by Age

Total	341,816
0 - 4	6.8%
5 - 9	6.5%
10 - 14	6.6%
15 - 19	6.9%
20 - 24	6.4%
25 - 34	12.7%
35 - 44	13.2%
45 - 54	15.8%
55 - 64	12.7%
65 - 74	6.9%
75 - 84	3.9%
85+	1.5%
18+	76.3%

2000 Population by Sex

Males	48.8%
Females	51.2%

2008 Population by Sex

Males	48.7%
Females	51.3%

2013 Population by Sex

Males	48.8%
Females	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Madison, AL

**2000 Population by Race/Ethnicity**

Total	276,700
White Alone	72.1%
Black Alone	22.8%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.6%
Two or More Races	1.9%
Hispanic Origin	1.9%
Diversity Index	45.0

2008 Population by Race/Ethnicity

Total	313,655
White Alone	69.5%
Black Alone	23.8%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	2.6%
Some Other Race Alone	0.9%
Two or More Races	2.3%
Hispanic Origin	2.9%
Diversity Index	49.0

2013 Population by Race/Ethnicity

Total	341,816
White Alone	67.9%
Black Alone	24.3%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	3.2%
Some Other Race Alone	1.1%
Two or More Races	2.6%
Hispanic Origin	3.7%
Diversity Index	51.6

**2000 Population 3+ by School Enrollment**

Total	265,556
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	12.4%
Enrolled in Grade 9-12	5.5%
Enrolled in College	6.7%
Enrolled in Grad/Prof School	1.3%
Not Enrolled in School	70.4%

2008 Population 25+ by Educational Attainment

Total	207,306
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	22.3%
Some College, No Degree	22.0%
Associate Degree	7.4%
Bachelor's Degree	24.1%
Graduate/Professional Degree	12.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Madison, AL

**2008 Population 15+ by Marital Status**

Total	249,935
Never Married	24.3%
Married	58.5%
Widowed	5.5%
Divorced	11.7%

**2000 Population 16+ by Employment Status**

Total	213,615
In Labor Force	67.6%
Civilian Employed	63.2%
Civilian Unemployed	3.8%
In Armed Forces	0.6%
Not in Labor Force	32.4%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	94.0%
Civilian Unemployed	6.0%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	94.5%
Civilian Unemployed	5.5%

2000 Females 16+ by Employment Status and Age of Children

Total	110,928
Own Children < 6 Only	8.2%
Employed/in Armed Forces	5.0%
Unemployed	0.3%
Not in Labor Force	2.9%
Own Children < 6 and 6-17 Only	6.1%
Employed/in Armed Forces	3.7%
Unemployed	0.2%
Not in Labor Force	2.2%
Own Children 6-17 Only	18.8%
Employed/in Armed Forces	14.1%
Unemployed	0.5%
Not in Labor Force	4.2%
No Own Children < 18	66.9%
Employed/in Armed Forces	33.5%
Unemployed	2.7%
Not in Labor Force	30.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Madison, AL

**2008 Employed Population 16+ by Industry**

Total	153,859
Agriculture/Mining	0.3%
Construction	5.8%
Manufacturing	15.2%
Wholesale Trade	2.4%
Retail Trade	10.3%
Transportation/Utilities	3.0%
Information	1.8%
Finance/Insurance/Real Estate	4.6%
Services	46.9%
Public Administration	9.7%

2008 Employed Population 16+ by Occupation

Total	153,859
White Collar	67.1%
Management/Business/Financial	15.3%
Professional	29.7%
Sales	10.9%
Administrative Support	11.2%
Services	14.3%
Blue Collar	18.6%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	3.6%
Production	6.3%
Transportation/Material Moving	4.4%

**2000 Workers 16+ by Means of Transportation to Work**

Total	134,044
Drove Alone - Car, Truck, or Van	83.9%
Carpooled - Car, Truck, or Van	11.3%
Public Transportation	0.4%
Walked	1.3%
Other Means	0.7%
Worked at Home	2.3%

2000 Workers 16+ by Travel Time to Work

Total	134,044
Did Not Work at Home	97.7%
Less than 5 minutes	2.2%
5 to 9 minutes	9.8%
10 to 19 minutes	37.2%
20 to 24 minutes	18.4%
25 to 34 minutes	20.3%
35 to 44 minutes	3.9%
45 to 59 minutes	3.2%
60 to 89 minutes	1.4%
90 or more minutes	1.2%
Worked at Home	2.3%
Average Travel Time to Work (in min)	20.9

2000 Households by Vehicles Available

Total	109,955
None	5.6%
1	31.2%
2	40.7%
3	16.6%
4	4.3%
5+	1.7%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Madison, AL

**2000 Households by Type**

Total	109,955
Family Households	68.5%
Married-couple Family	53.4%
With Related Children	25.2%
Other Family (No Spouse)	15.2%
With Related Children	10.3%
Nonfamily Households	31.5%
Householder Living Alone	27.2%
Householder Not Living Alone	4.2%

Households with Related Children	35.5%
Households with Persons 65+	19.6%

2000 Households by Size

Total	109,955
1 Person Household	27.2%
2 Person Household	33.5%
3 Person Household	17.3%
4 Person Household	14.3%
5 Person Household	5.4%
6 Person Household	1.6%
7+ Person Household	0.7%

2000 Households by Year Householder Moved In

Total	109,955
Moved in 1999 to March 2000	22.0%
Moved in 1995 to 1998	30.7%
Moved in 1990 to 1994	15.8%
Moved in 1980 to 1989	14.4%
Moved in 1970 to 1979	8.9%
Moved in 1969 or Earlier	8.2%
Median Year Householder Moved In	1995

**2000 Housing Units by Units in Structure**

Total	120,288
1, Detached	69.2%
1, Attached	1.9%
2	2.1%
3 or 4	5.3%
5 to 9	6.7%
10 to 19	4.3%
20+	4.3%
Mobile Home	6.1%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	120,288
1999 to March 2000	3.1%
1995 to 1998	9.8%
1990 to 1994	12.7%
1980 to 1989	22.7%
1970 to 1979	16.8%
1969 or Earlier	35.0%
Median Year Structure Built	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

**Top 3 Tapestry Segments**

1.	Midland Crowd
2.	Prosperous Empty Nesters
3.	Boomburbs



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$263,617,966
Average Spent	\$2,066.77
Spending Potential Index	77
Computers & Accessories: Total \$	\$27,738,747
Average Spent	\$217.47
Spending Potential Index	91
Education: Total \$	\$159,239,034
Average Spent	\$1,248.43
Spending Potential Index	91
Entertainment/Recreation: Total \$	\$433,319,931
Average Spent	\$3,397.23
Spending Potential Index	91
Food at Home: Total \$	\$562,700,952
Average Spent	\$4,411.58
Spending Potential Index	90
Food Away from Home: Total \$	\$399,631,734
Average Spent	\$3,133.11
Spending Potential Index	91
Health Care: Total \$	\$476,797,863
Average Spent	\$3,738.10
Spending Potential Index	91
HH Furnishings & Equipment: Total \$	\$253,920,797
Average Spent	\$1,990.74
Spending Potential Index	87
Investments: Total \$	\$120,016,976
Average Spent	\$940.93
Spending Potential Index	93
Retail Goods: Total \$	\$3,081,039,895
Average Spent	\$24,155.36
Spending Potential Index	89
Shelter: Total \$	\$1,780,722,458
Average Spent	\$13,960.87
Spending Potential Index	90
TV/Video/Sound Equipment: Total \$	\$167,130,267
Average Spent	\$1,310.30
Spending Potential Index	91
Travel: Total \$	\$215,259,454
Average Spent	\$1,687.63
Spending Potential Index	90
Vehicle Maintenance & Repairs: Total \$	\$114,590,937
Average Spent	\$898.39
Spending Potential Index	91

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.